



BOOTS ON THE GROUND

★ CAMPAIGN ★

A Fundraiser Proposal by The Serene Foundation

The Serene Foundation proudly presents the **Boots On the Ground Campaign**, a community-driven initiative designed to raise awareness, build excitement, and generate vital support for our **3rd Annual Mommy & Me Dance**.

This year's theme, "**Boots, Hats & Western Charms**," expands the experience to include mothers, sons, and daughters—celebrating family bonds and creating cherished memories across generations.

As a 501(c)(3) nonprofit, The Serene Foundation is committed to promoting **education, wellness, and social skills** for families, women, and children in under-served communities. By joining our campaign, sponsors, donors, and partners will directly impact the lives of families while ensuring this meaningful tradition continues to grow.

Campaign Overview

The Boots On the Ground Campaign is designed to:

- **Raise Awareness** about The Serene Foundation's mission and vision.
- **Build Excitement** by showcasing the cultural and family significance of the Mommy & Me Dance.
- **Drive Participation** through sponsorships, vendors, volunteers, and community partnerships.

Through storytelling, social media campaigns, press outreach, and community engagement, this initiative will amplify voices, honor legacies, and strengthen family connections.

Why Support the Campaign?

- 1. Empowering Families:** Provides enriching experiences that help mothers and children connect and grow together.
- 2. Promoting Mental Wellness:** Creates supportive, joyful spaces that strengthen family well-being.
- 3. Building Legacy:** Honors the life and impact of Jimmie Thomas II through the work of the Jimmie Thomas Foundation, Inc.
- 4. Community Visibility:** Sponsors gain recognition through digital platforms, media coverage, and at a high-impact community event.

Join us in putting our

BOOTS ON THE GROUND

to support families, empower communities, and celebrate the bonds that last a lifetime.

EVENT DETAILS

Date : Friday, April 17, 2026
Time : 6:00 PM – 9:00 PM
Location : The Venue on North Vine,
20713 North Vine Ave,
Euclid, Ohio 44119

LEARN MORE OR
PLEDGE YOUR SUPPORT:

MommyAndSon.org/



The Serene Foundation is a Public 501(c)(3) nonprofit foundation. Your charitable donation will directly benefit, and improve the lives of families across the country.

EIN: 92-3200436



Sponsorship & Partnership Opportunities

We invite businesses, organizations, and individuals to partner with us in meaningful ways.



"SHERIFF" Presenting Sponsor **\$10,000**

- Exclusive presenting sponsor recognition
- Prime logo placement on all event signage, programs, and website
- Premium vendor booth placement
- 10 complimentary event tickets



"DEPUTY" Community Sponsor **\$5,000**

- Logo recognition on event signage, website, and digital materials
- Vendor booth space in a prime location
- Featured sponsor spotlight on social media
- 6 complimentary event tickets



"TRAILBLAZER" Supporting Sponsor **\$2,500**

- Logo placement on website and event program
- Recognition in social media mentions
- 4 complimentary event tickets



"RIDER" Vendor Partner **\$500**

- Showcase your business with a vendor table at the event
- Business name listed on the event website
- 2 complimentary event tickets



"BOOTPRINTS" Individual Donors - **ANY AMOUNT**

Every contribution leaves an impact. Donations help cover family tickets, decorations, entertainment, and mental health resources. Donors will be recognized in the event program and on the website.

How Funds Will Be Used

Funds raised through the Boots On the Ground Campaign will directly support:

Venue & Event
Production
Costs

Scholarships
/Tickets for
Families in Need

Decorations &
Western-Themed
Entertainment

Mental Health &
Family Resource
Materials

Volunteer Support
& Community
Outreach